



South Central Tennessee Development District

Tennessee Valley Authority

ResearchServices 

TVA ECONOMIC DEVELOPMENT

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Report Parameters

13 Counties

47003 Bedford County, TN

47031 Coffee County, TN

47051 Franklin County, TN

47055 Giles County, TN

47081 Hickman County, TN

47099 Lawrence County, TN

47101 Lewis County, TN

47103 Lincoln County, TN

47117 Marshall County, TN

See Appendix A for all 13 Counties

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

469,087

Population (2021)

Population **grew by 30,317** over the last 5 years and is projected to **grow by 29,438** over the next 5 years.

166,154

Total Regional Employment

Jobs **grew by 3,180** over the last 5 years and are projected to **grow by 11,830** over the next 5 years.

\$55.3K

Avg. Earnings Per Job (2021)

Regional average earnings per job are **\$21.3K below** the national average earnings of \$76.6K per job.

Takeaways

- As of 2021 the region's population **increased by 6.9%** since 2016, growing by 30,317. Population is expected to **increase by 6.3%** between 2021 and 2026, adding 29,438.
- From 2016 to 2021, jobs **increased by 2.0%** in 13 Tennessee Counties from 162,975 to **166,154**. This change **outpaced the national growth rate of 0.7% by 1.3%**. As the number of jobs increased, the **labor force participation rate increased from 57.7% to 58.5% between 2016 and 2021**.
- Concerning educational attainment, **12.2% of the selected regions' residents possess a Bachelor's Degree** (8.2% below the national average), and **7.9% hold an Associate's Degree** (0.8% below the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Motor Vehicle Parts Manufacturing.

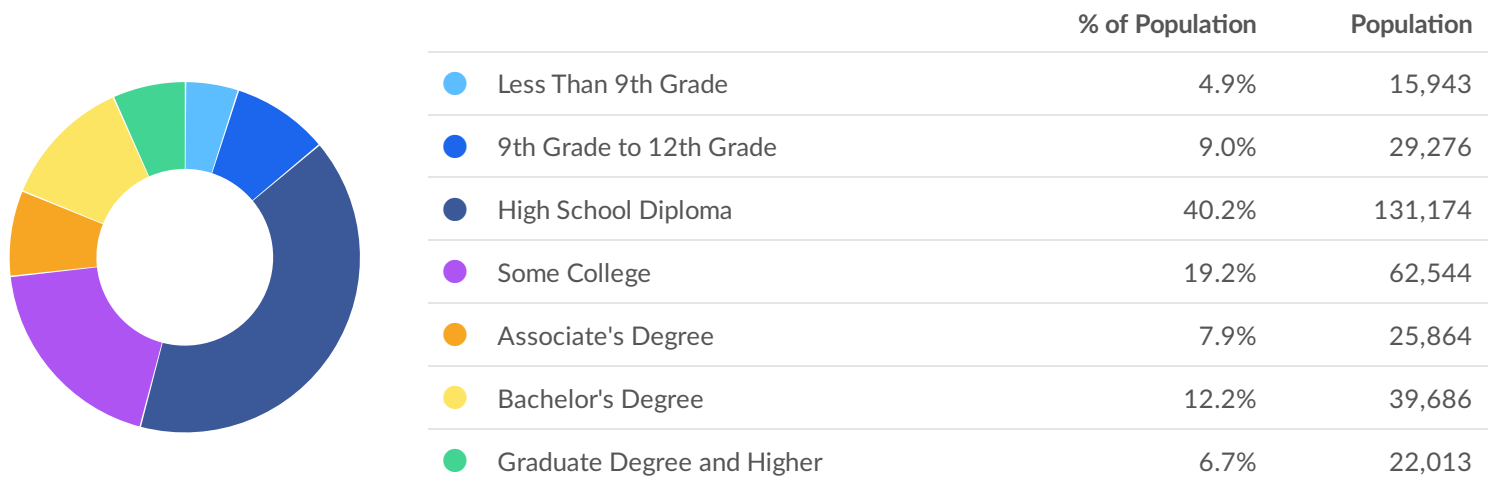
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	469,087	214,655	166,154	92.5	\$18.68B	\$28.96B	\$25.15B
State	6,956,611	3,366,780	3,419,691	92.2	\$401.37B	\$355.66B	\$428.71B
United States	331,820,028	162,302,777	161,875,556	100.0	\$22.09T	\$0	\$10.75T

Dec 2021 Labor Force Breakdown



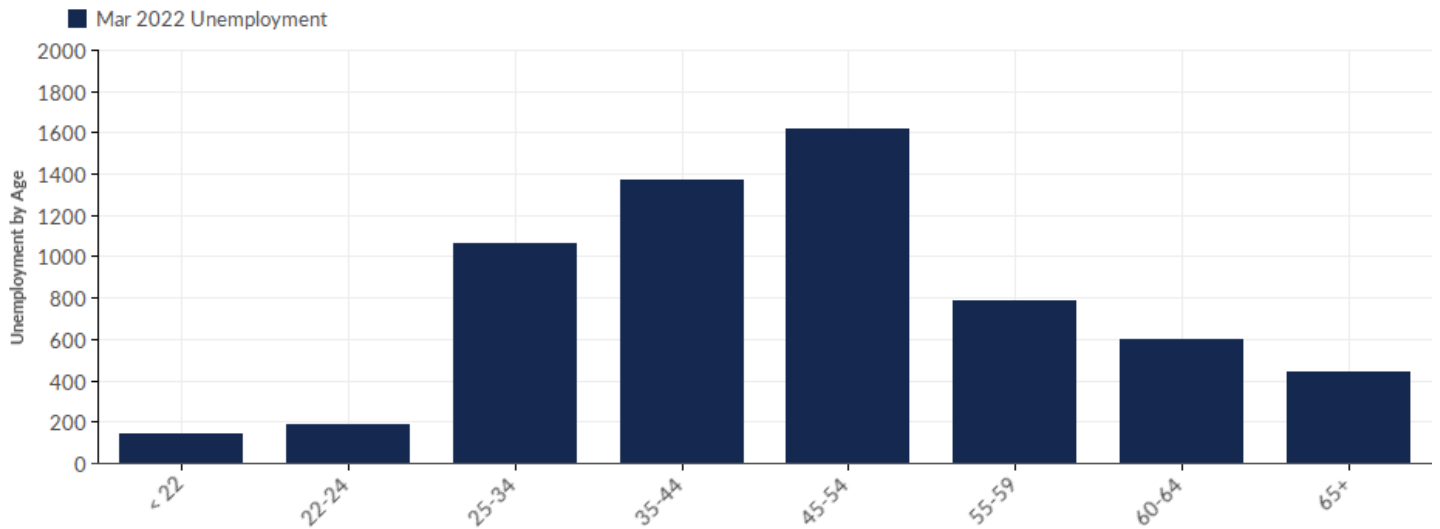
Educational Attainment

Concerning educational attainment, **12.2% of the selected regions' residents possess a Bachelor's Degree** (8.2% below the national average), and **7.9% hold an Associate's Degree** (0.8% below the national average).



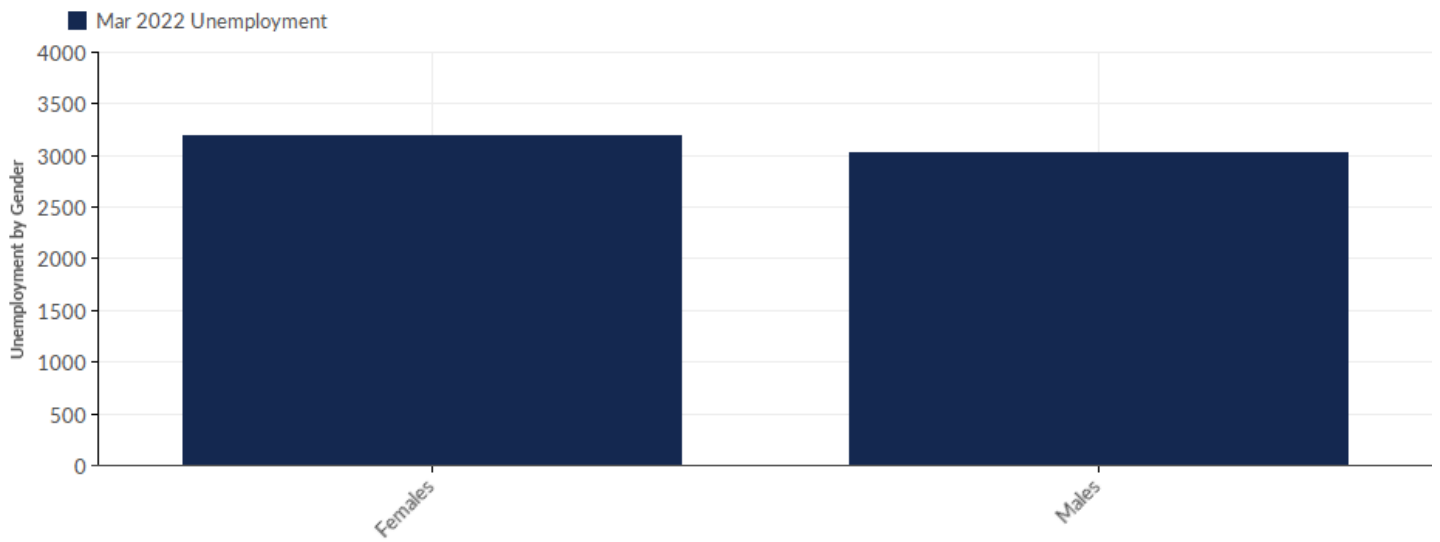
Unemployment by Demographics

Unemployment by Age



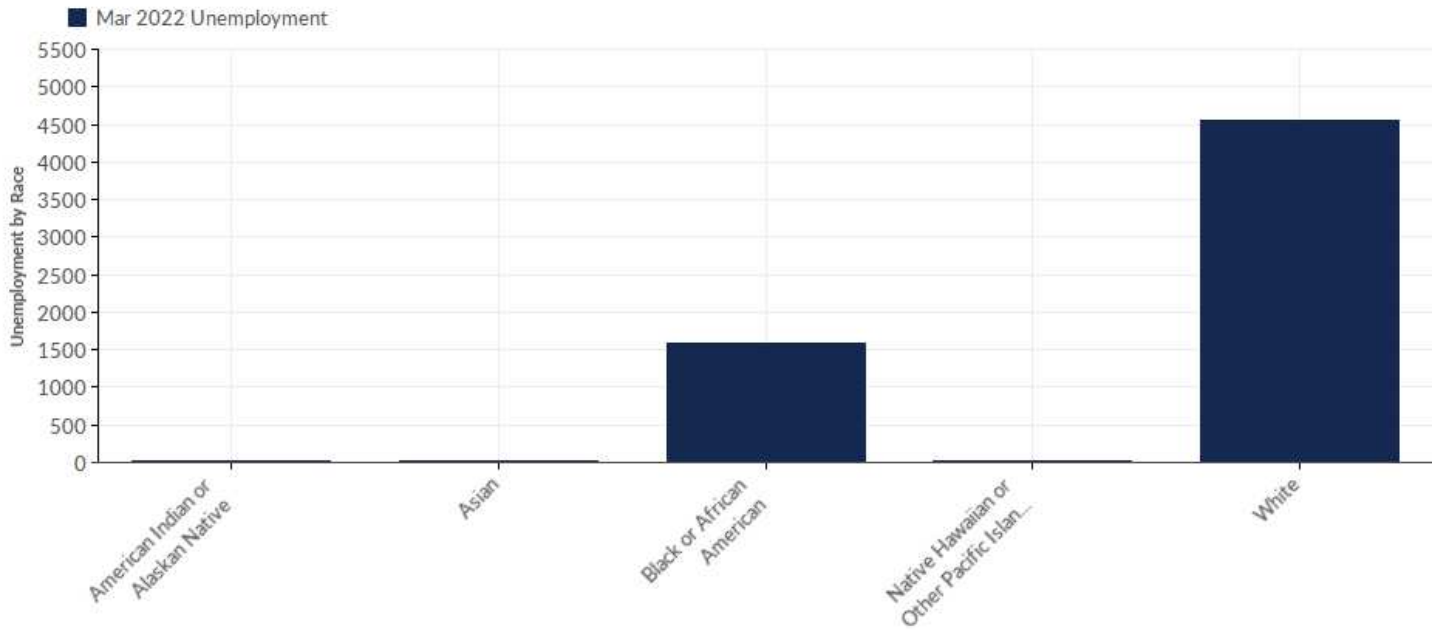
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	139	2.24%
22-24	190	3.06%
25-34	1,063	17.11%
35-44	1,372	22.08%
45-54	1,621	26.09%
55-59	789	12.70%
60-64	596	9.59%
65+	442	7.11%
Total	6,213	100.00%

Unemployment by Gender



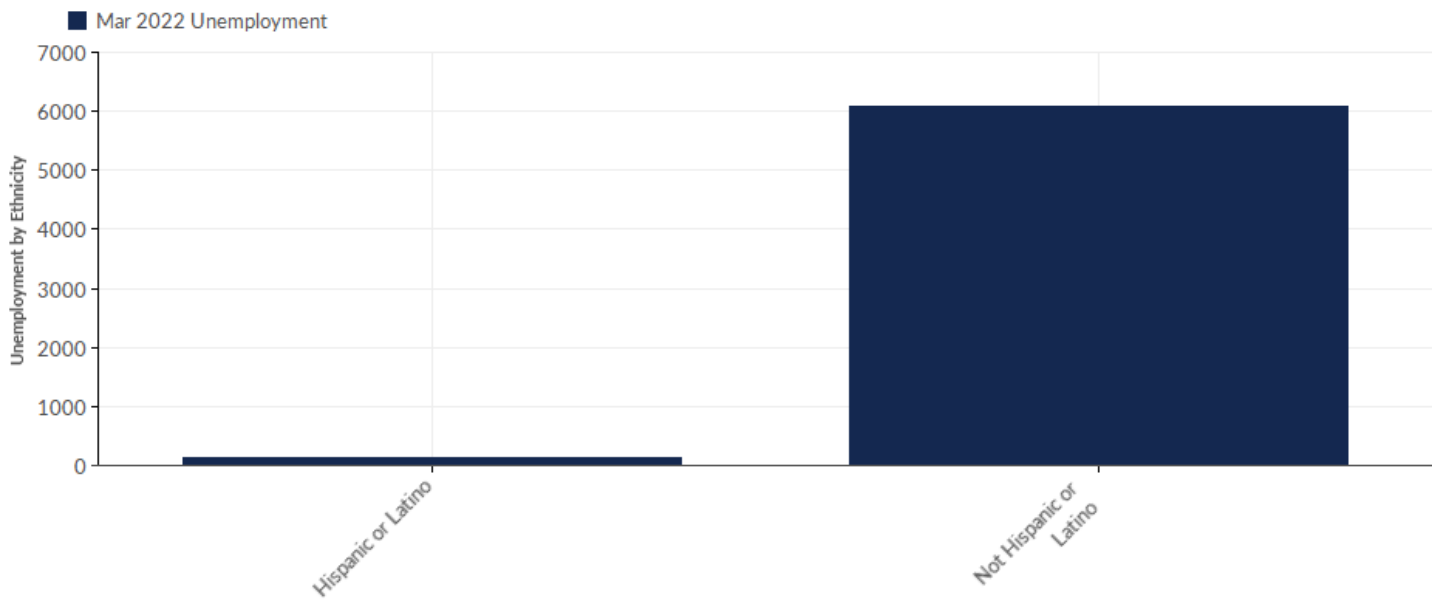
Gender	Unemployment (Mar 2022)	% of Unemployed
Females	3,190	51.34%
Males	3,023	48.66%
Total	6,213	100.00%

Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	28	0.45%
Asian	24	0.39%
Black or African American	1,588	25.56%
Native Hawaiian or Other Pacific Islander	12	0.19%
White	4,561	73.41%
Total	6,213	100.00%

Unemployment by Ethnicity

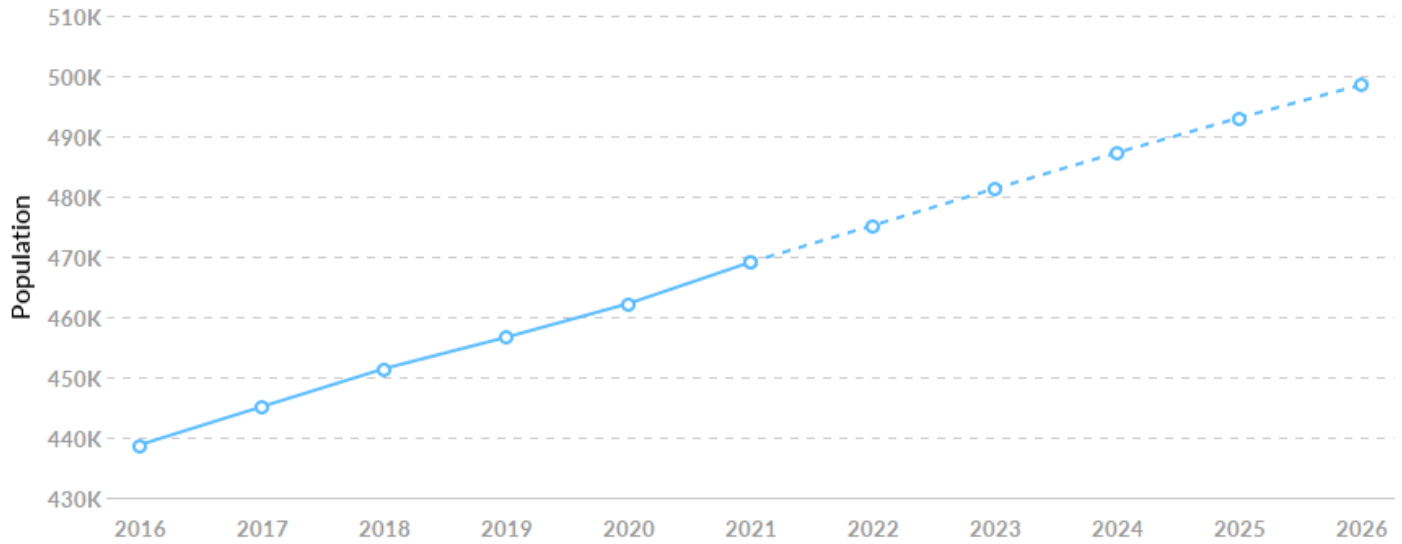


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	132	2.12%
Not Hispanic or Latino	6,081	97.88%
Total	6,213	100.00%

Historic & Projected Trends

Population Trends

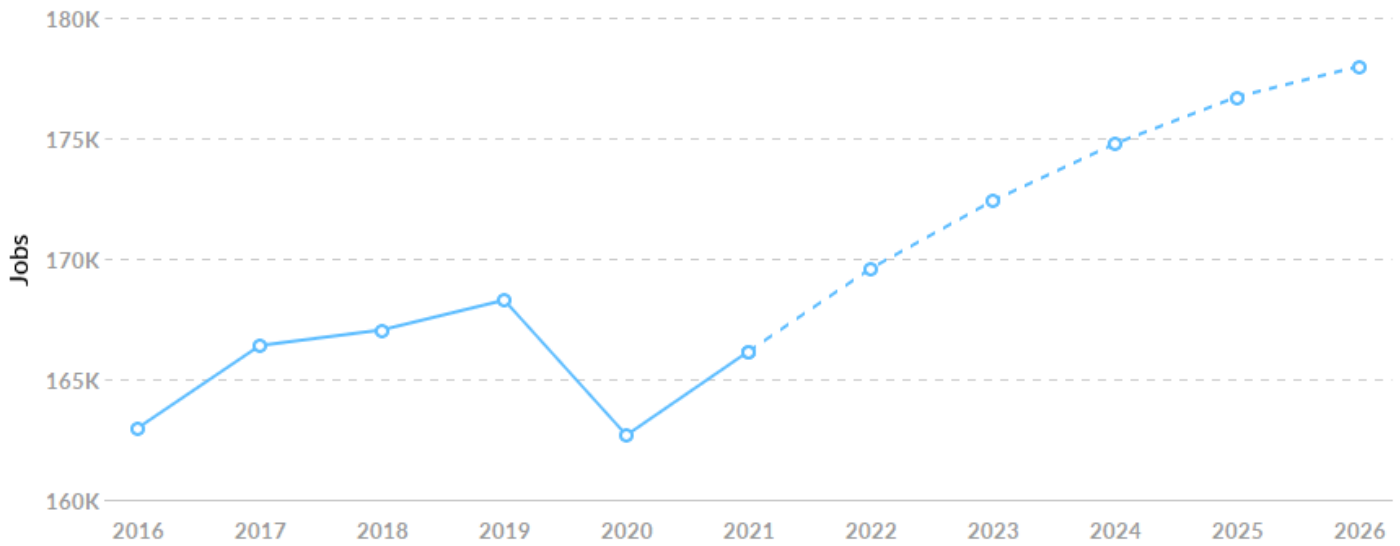
As of 2021 the region's population **increased by 6.9%** since 2016, growing by 30,317. Population is expected to **increase by 6.3%** between 2021 and 2026, adding 29,438.



Timeframe	Population
2016	438,770
2017	445,108
2018	451,416
2019	456,627
2020	462,215
2021	469,087
2022	475,182
2023	481,299
2024	487,267
2025	493,042
2026	498,526

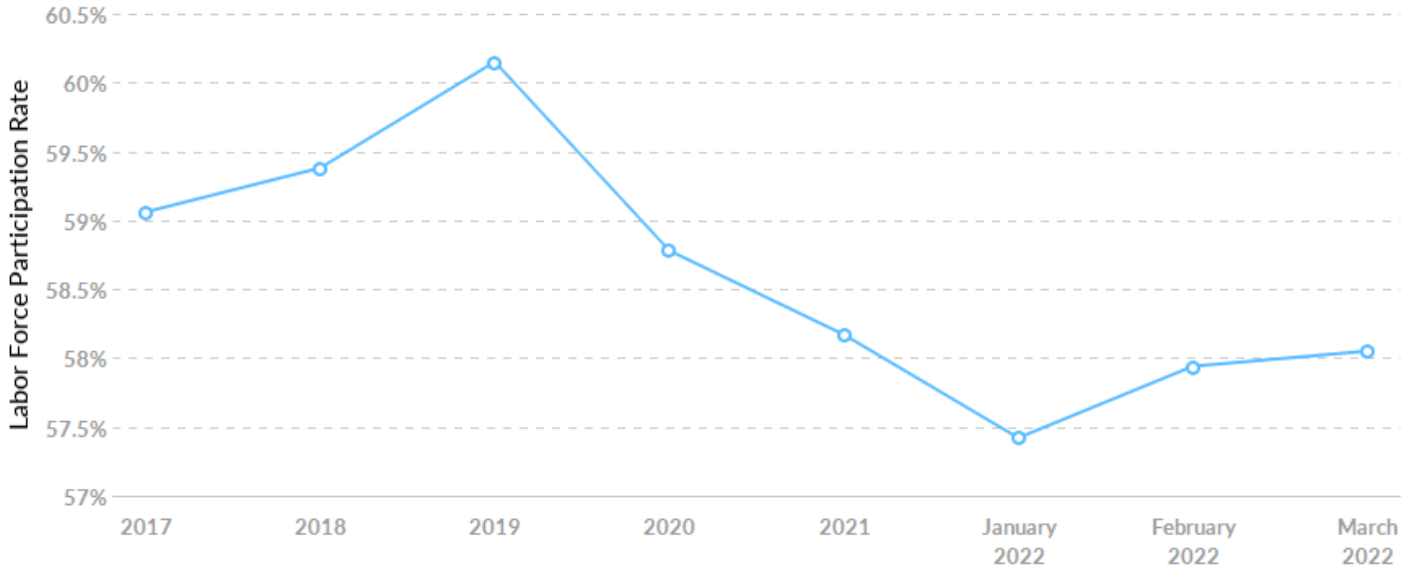
Job Trends

From 2016 to 2021, jobs increased by 2.0% in 13 Tennessee Counties from 162,975 to **166,154**. This change **outpaced the national growth rate of 0.7% by 1.3%**.



Timeframe	Jobs
2016	162,975
2017	166,397
2018	167,046
2019	168,280
2020	162,676
2021	166,154
2022	169,594
2023	172,406
2024	174,774
2025	176,718
2026	177,984

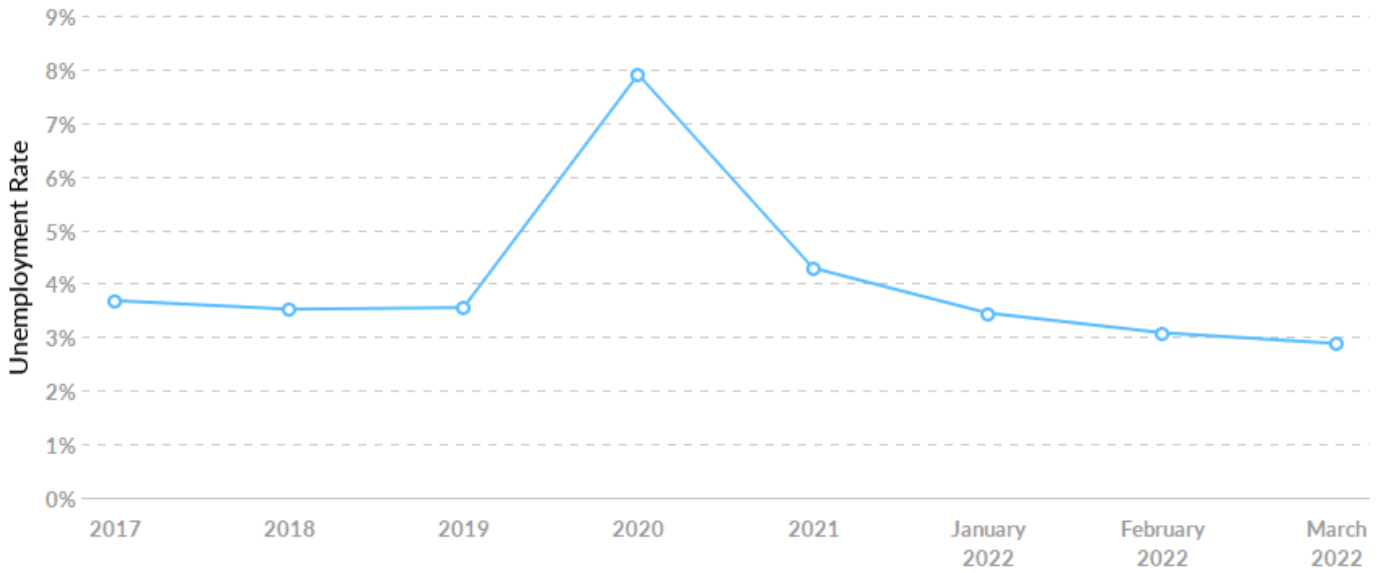
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	59.06%
2018	59.38%
2019	60.15%
2020	58.78%
2021	58.17%
January 2022	57.42%
February 2022	57.94%
March 2022	58.05%

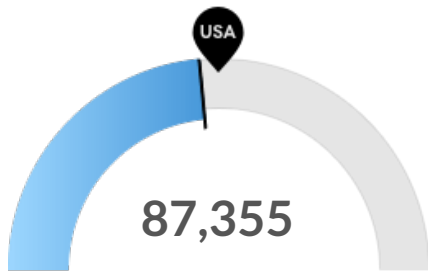
Unemployment Rate Trends

Your areas had a March 2022 unemployment rate of 2.88%, **decreasing from 3.68%** 5 years before.



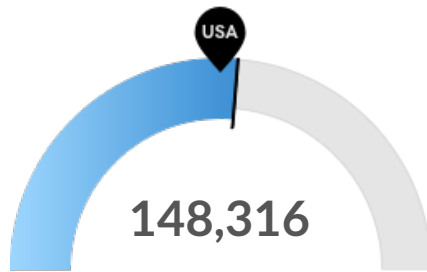
Timeframe	Unemployment Rate
2017	3.68%
2018	3.52%
2019	3.55%
2020	7.90%
2021	4.29%
January 2022	3.45%
February 2022	3.08%
March 2022	2.88%

Population Characteristics



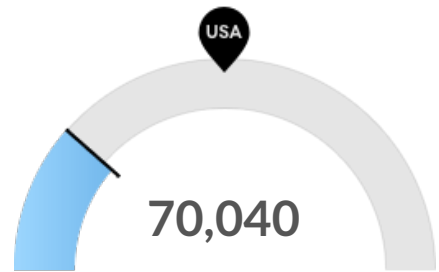
Millennials

Your area has 87,355 millennials (ages 25-39). The national average for an area this size is 95,250.



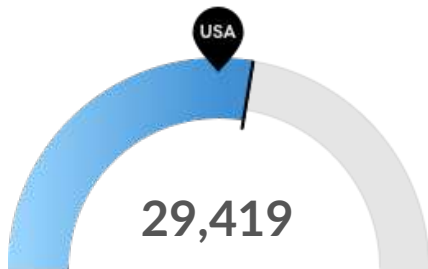
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 137,567 people 55 or older, while there are 148,316 here.



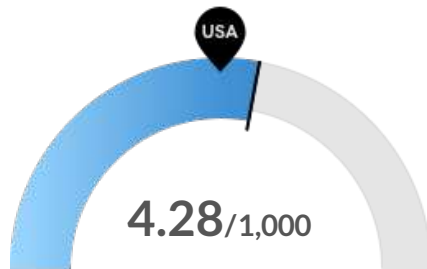
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 186,173 racially diverse people, while there are 70,040 here.



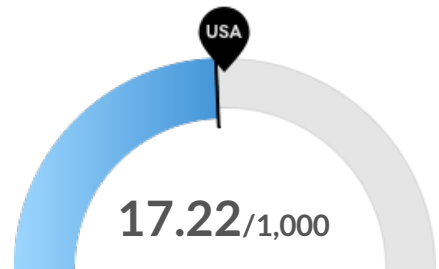
Veterans

Your area has 29,419 veterans. The national average for an area this size is 25,354.



Violent Crime

Your area has 4.28 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

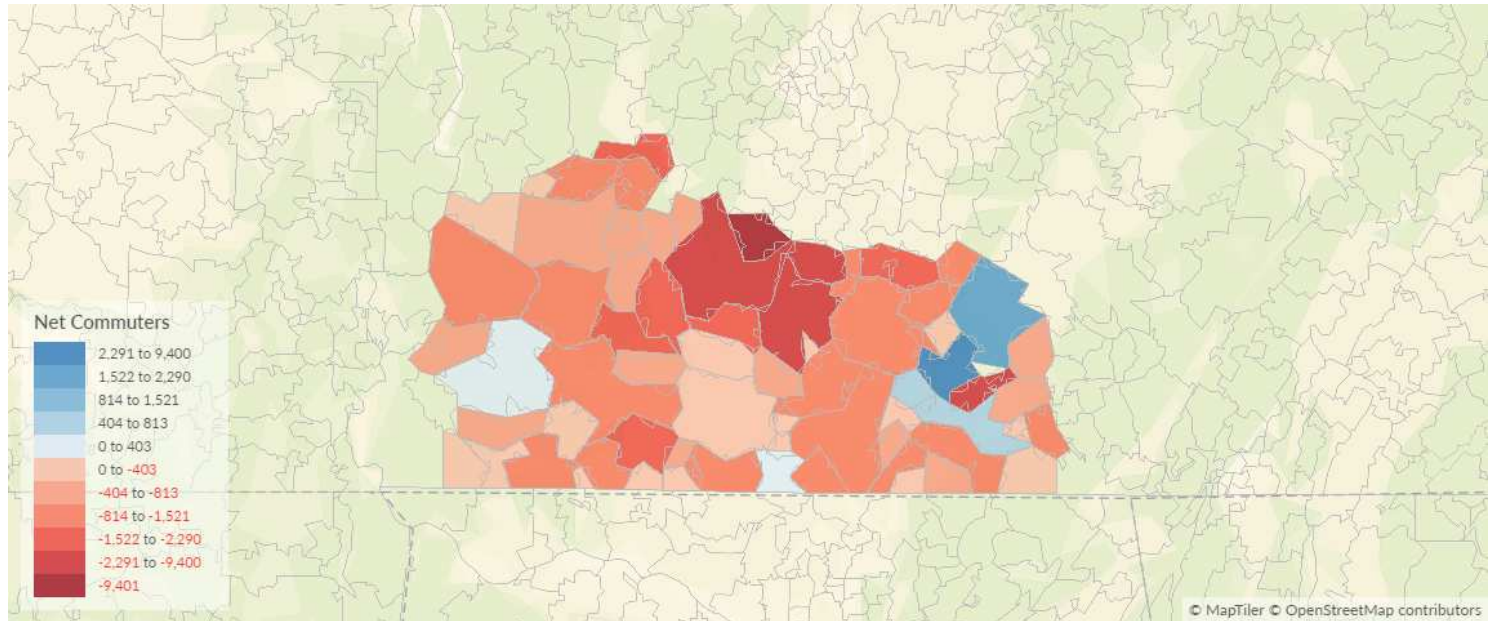


Property Crime

Your area has 17.22 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2021 Employment
38401	Columbia, TN (in Maury...	26,310
37160	Shelbyville, TN (in Bedf...	15,131
37388	Tullahoma, TN (in Coffe...	14,163
37355	Manchester, TN (in Coff...	12,950
37174	Spring Hill, TN (in Maur...	10,546

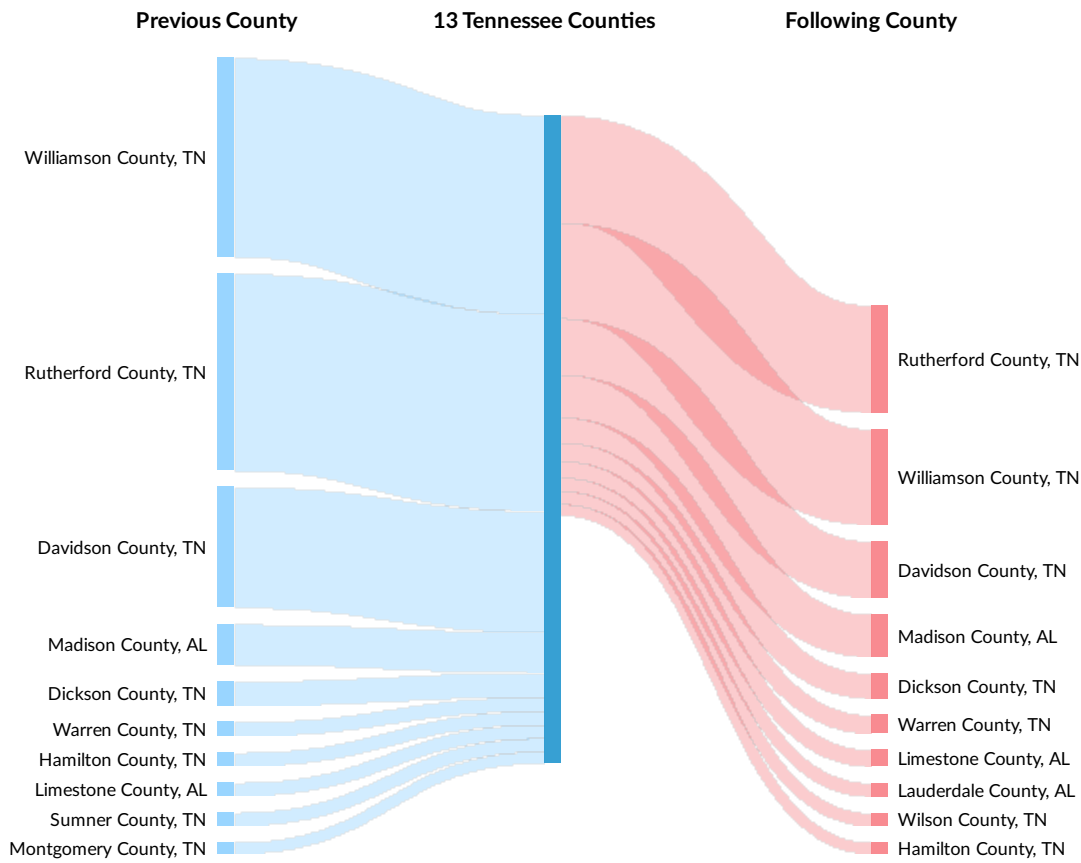
Where Talent Lives

ZIP	Name	2021 Workers
38401	Columbia, TN (in Maury...	28,601
37174	Spring Hill, TN (in Maur...	19,947
37160	Shelbyville, TN (in Bedf...	16,065
37388	Tullahoma, TN (in Coffe...	11,464
37355	Manchester, TN (in Coff...	11,169

Inbound and Outbound Migration

The table below analyzes past and current residents of 13 Tennessee Counties. The left column shows residents of other counties migrating to 13 Tennessee Counties. The right column shows residents migrating from 13 Tennessee Counties to other counties.

As of 2020, **2,807** people have migrated from Williamson County, TN to 13 Tennessee Counties. In the same year, **1,515** people left 13 Tennessee Counties migrating to Rutherford County, TN. The total Net Migration for 13 Tennessee Counties in 2020 was **6,438**.

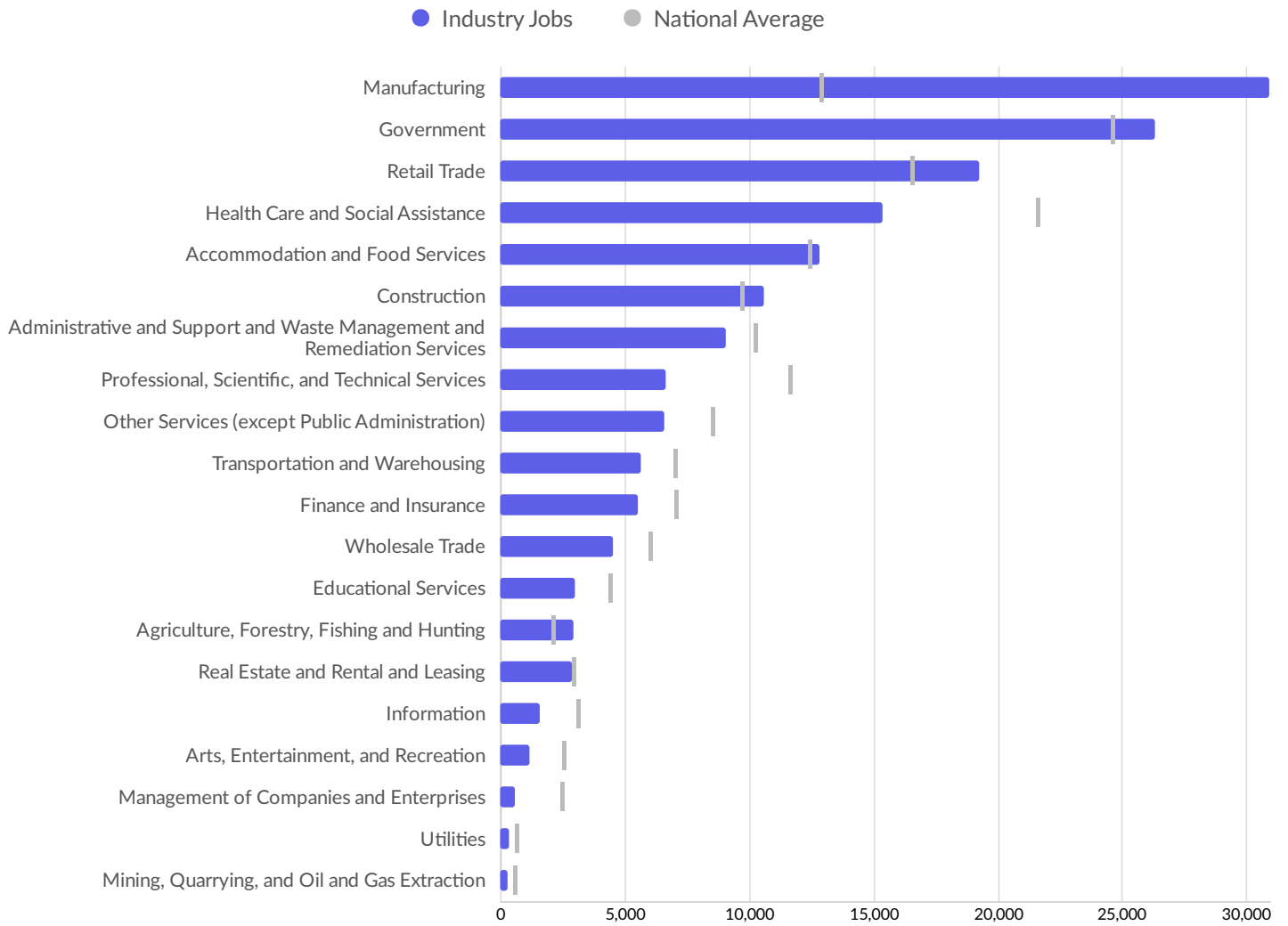


Top Previous Counties	Migrations
Williamson County, TN	2,807
Rutherford County, TN	2,777
Davidson County, TN	1,704
Madison County, AL	572
Dickson County, TN	344
Warren County, TN	199

Top Previous Counties	Migrations
Hamilton County, TN	191
Limestone County, AL	189
Sumner County, TN	188
Montgomery County, TN	162
Cook County, IL	162
Los Angeles County, CA	155
Wilson County, TN	153
Shelby County, TN	151
Lauderdale County, AL	146
Top Following Counties	Migrations
Rutherford County, TN	1,515
Williamson County, TN	1,350
Davidson County, TN	795
Madison County, AL	604
Dickson County, TN	353
Warren County, TN	261
Limestone County, AL	234
Lauderdale County, AL	191
Wilson County, TN	182
Hamilton County, TN	160
Montgomery County, TN	154
Knox County, TN	148
Grundy County, TN	142
DeSoto County, MS	125
Sumner County, TN	120

Industry Characteristics

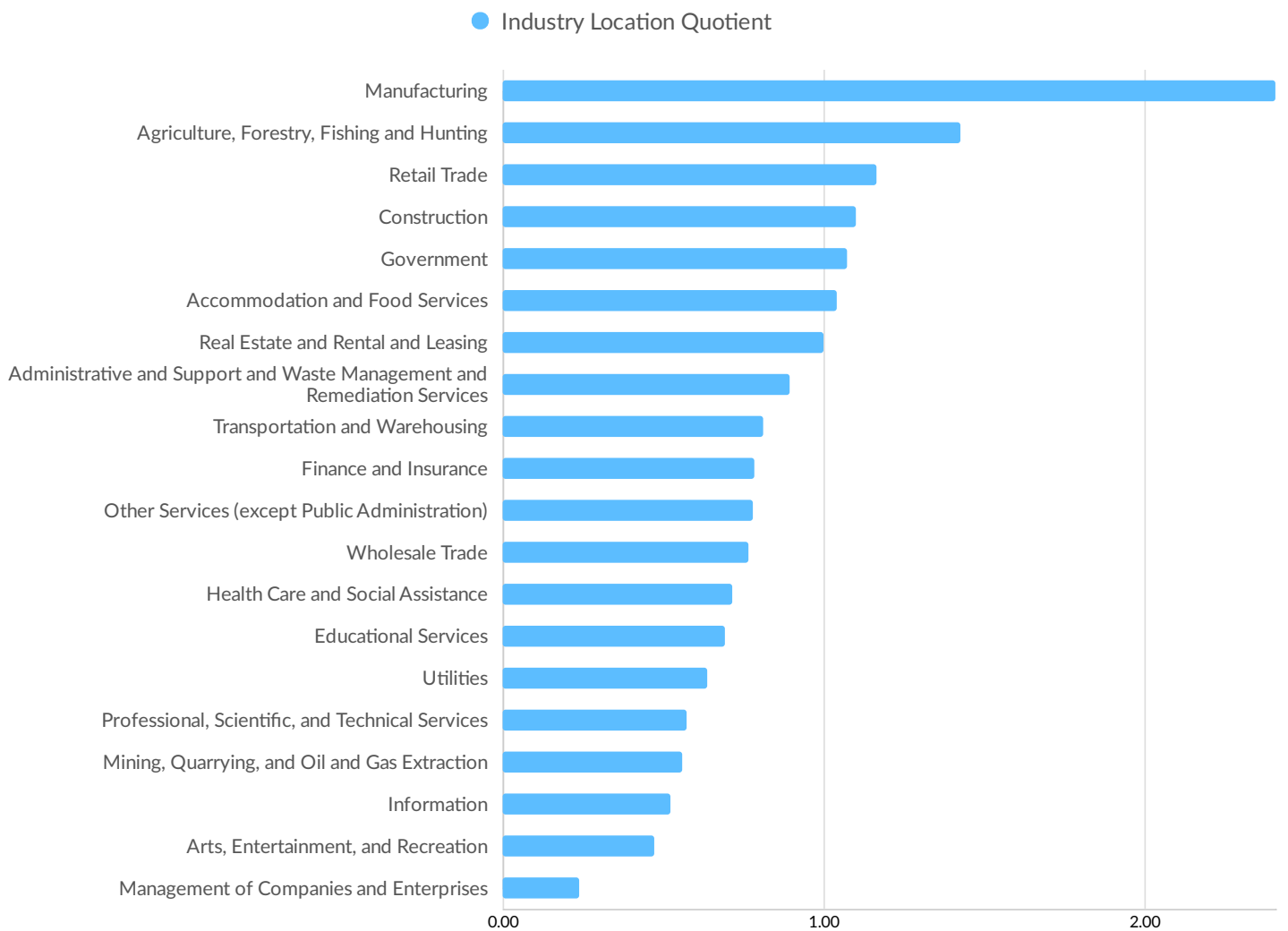
Largest Industries



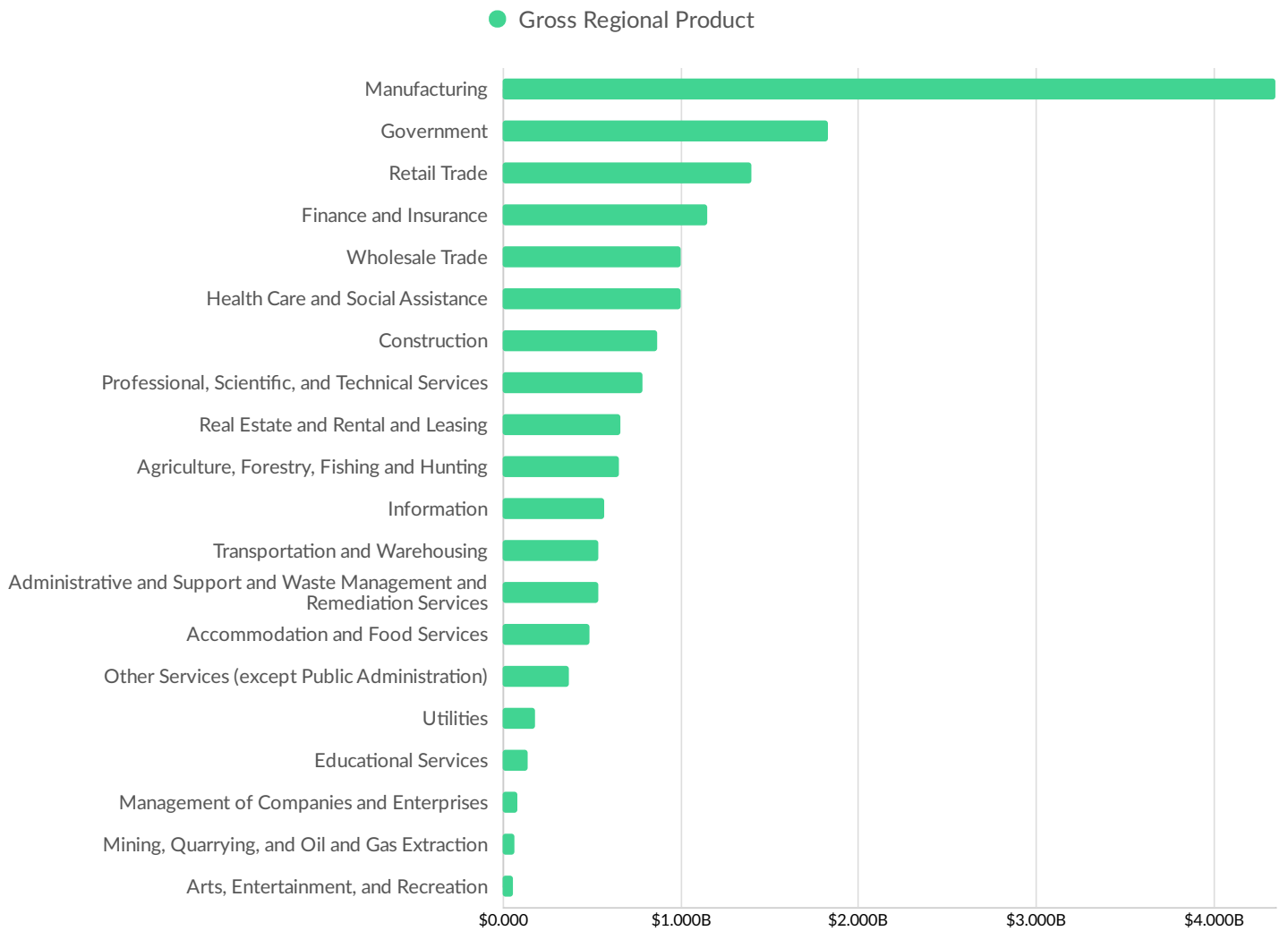
Top Growing Industries



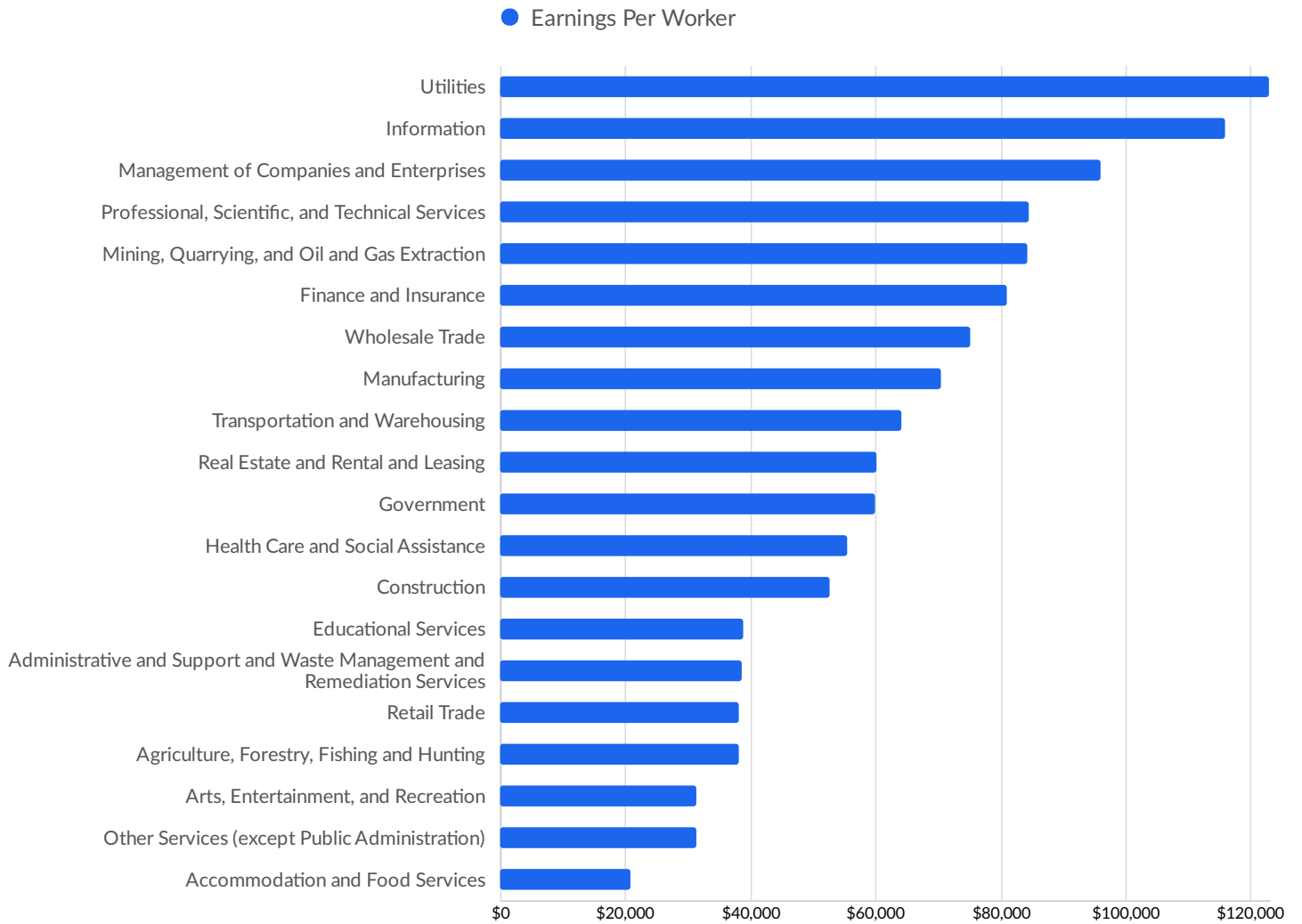
Top Industry Location Quotient



Top Industry GRP










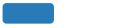











Top Industry Earnings



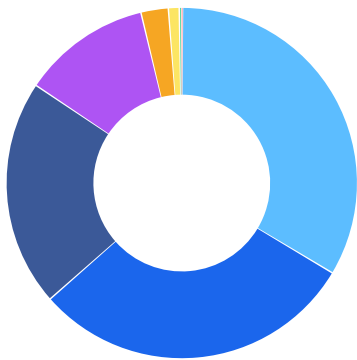
Business Characteristics

25,213 Companies Employ Your Workers

Online profiles for your workers mention 25,213 companies as employers, with the top 10 appearing below. In the last 12 months, 2,451 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
General Motors	725 	Randstad	1,331 
Walmart	627 	Amazon	986 
Nissan North America	581 	LifePoint Health	714 
Maury Regional Medical Center	579 	Walmart	472 
The University Of The South	442 	Vanderbilt University	409 
State of Tennessee	411 	Motlow State Community College	329 
Vanderbilt University	399 	Lowe's	317 
Williamson County Schools	305 	Food City	306 
Columbia State Community Coll...	259 	Life Care	270 
U.S. Army	238 	Walgreens Boots Alliance	242 

Business Size

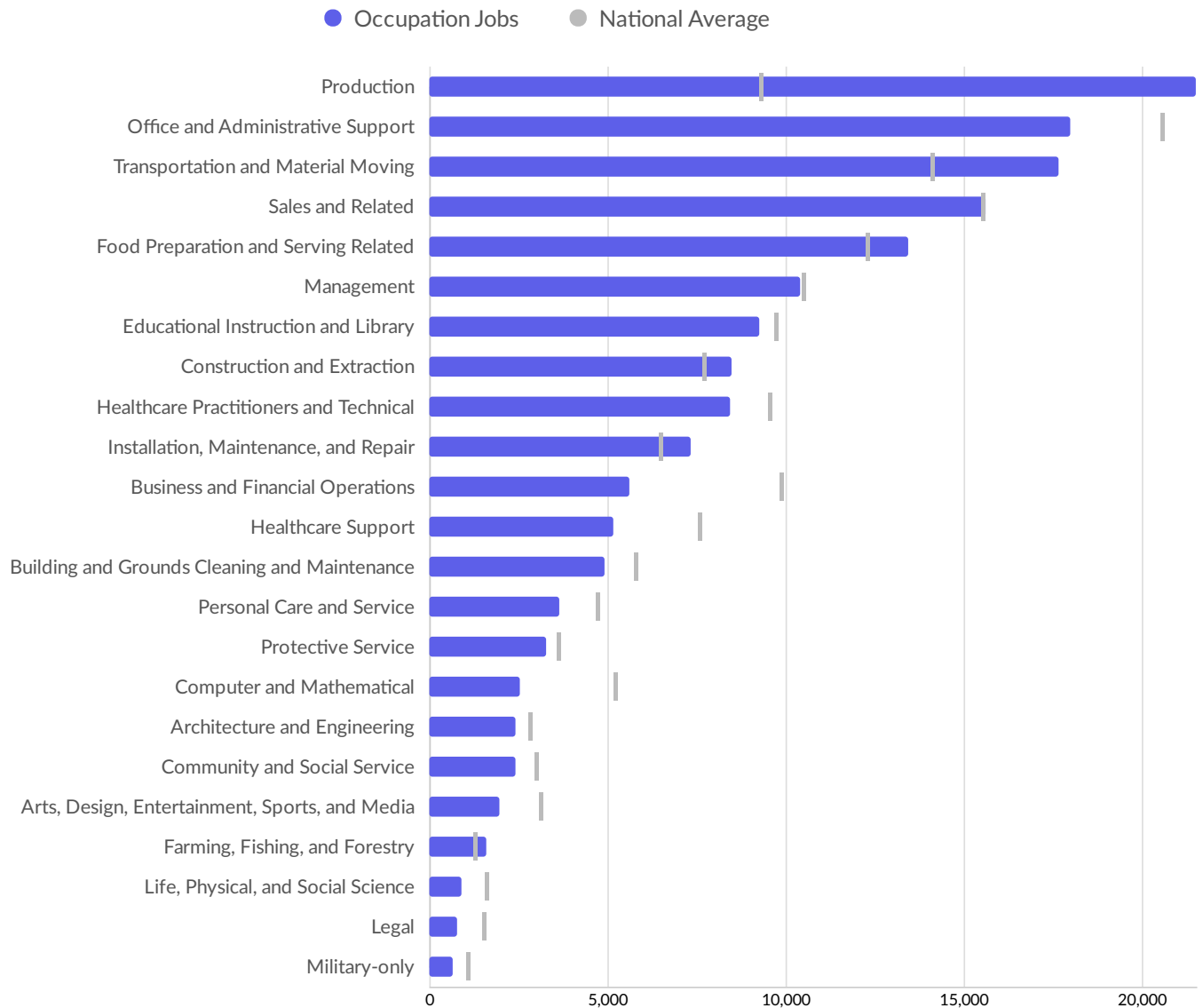


	Percentage	Business Count
1 to 4 employees	33.5%	4,756
5 to 9 employees	29.9%	4,252
10 to 19 employees	20.9%	2,966
20 to 49 employees	11.9%	1,684
50 to 99 employees	2.5%	358
100 to 249 employees	1.0%	141
250 to 499 employees	0.2%	31
500+ employees	0.1%	12

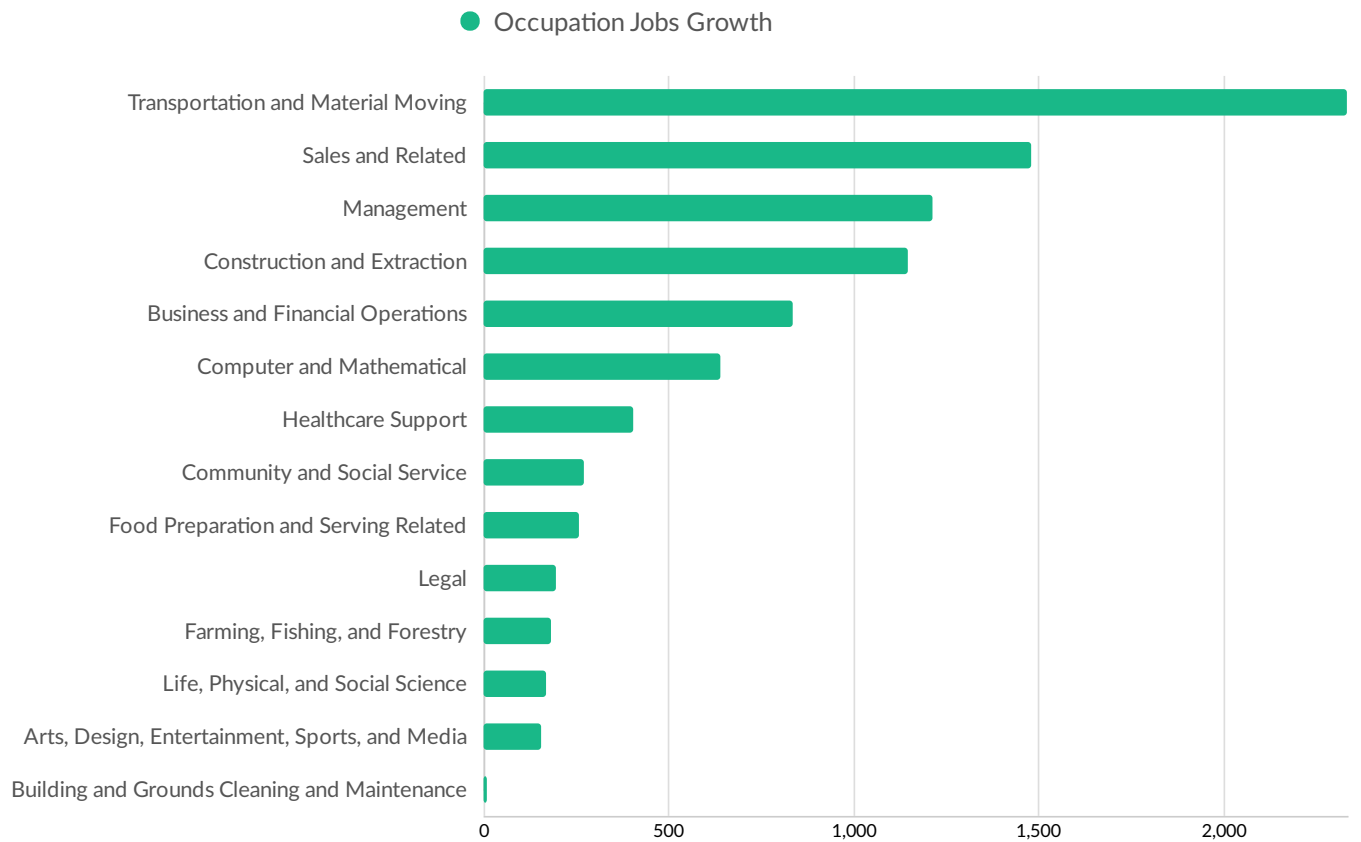
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

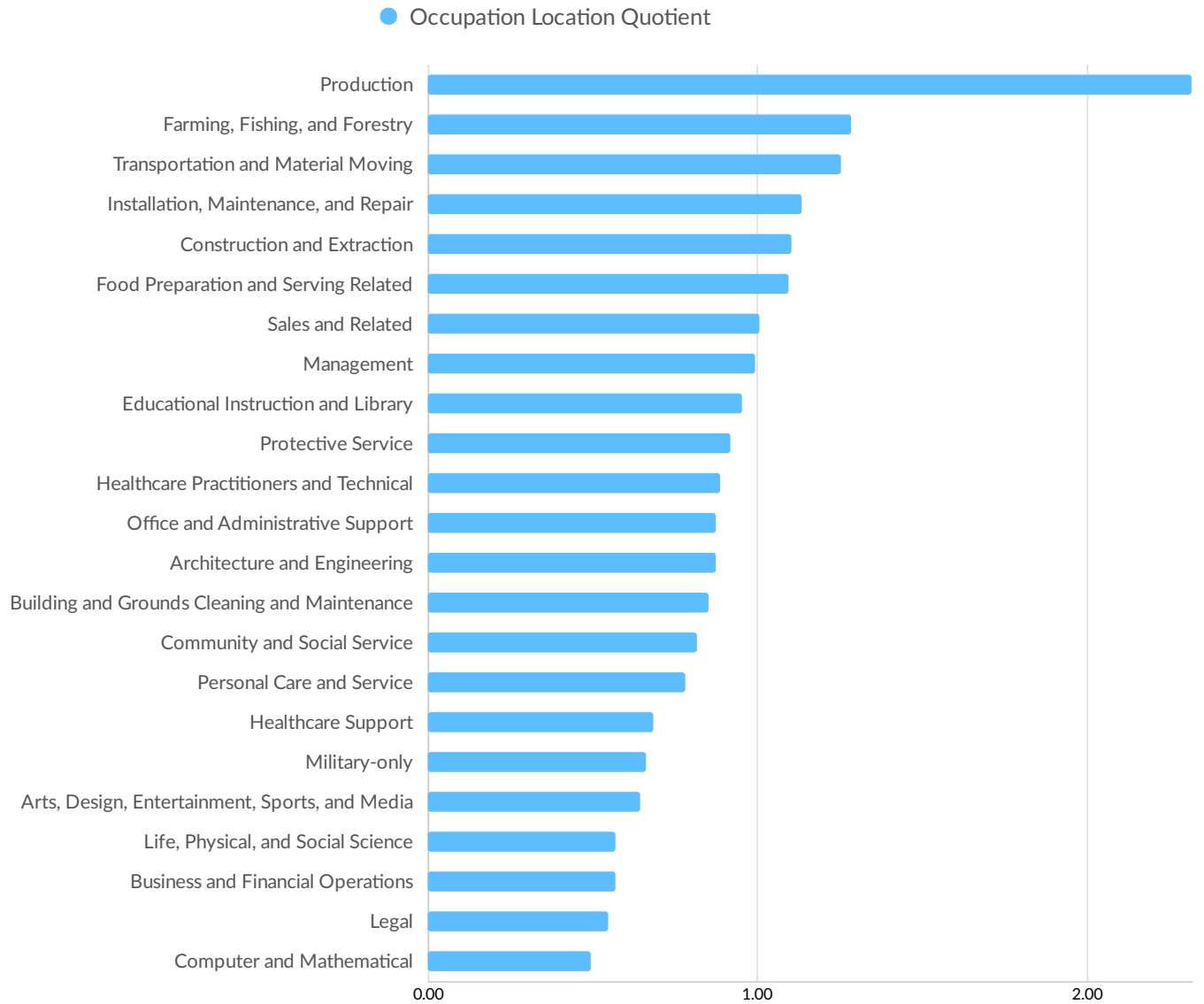
Largest Occupations



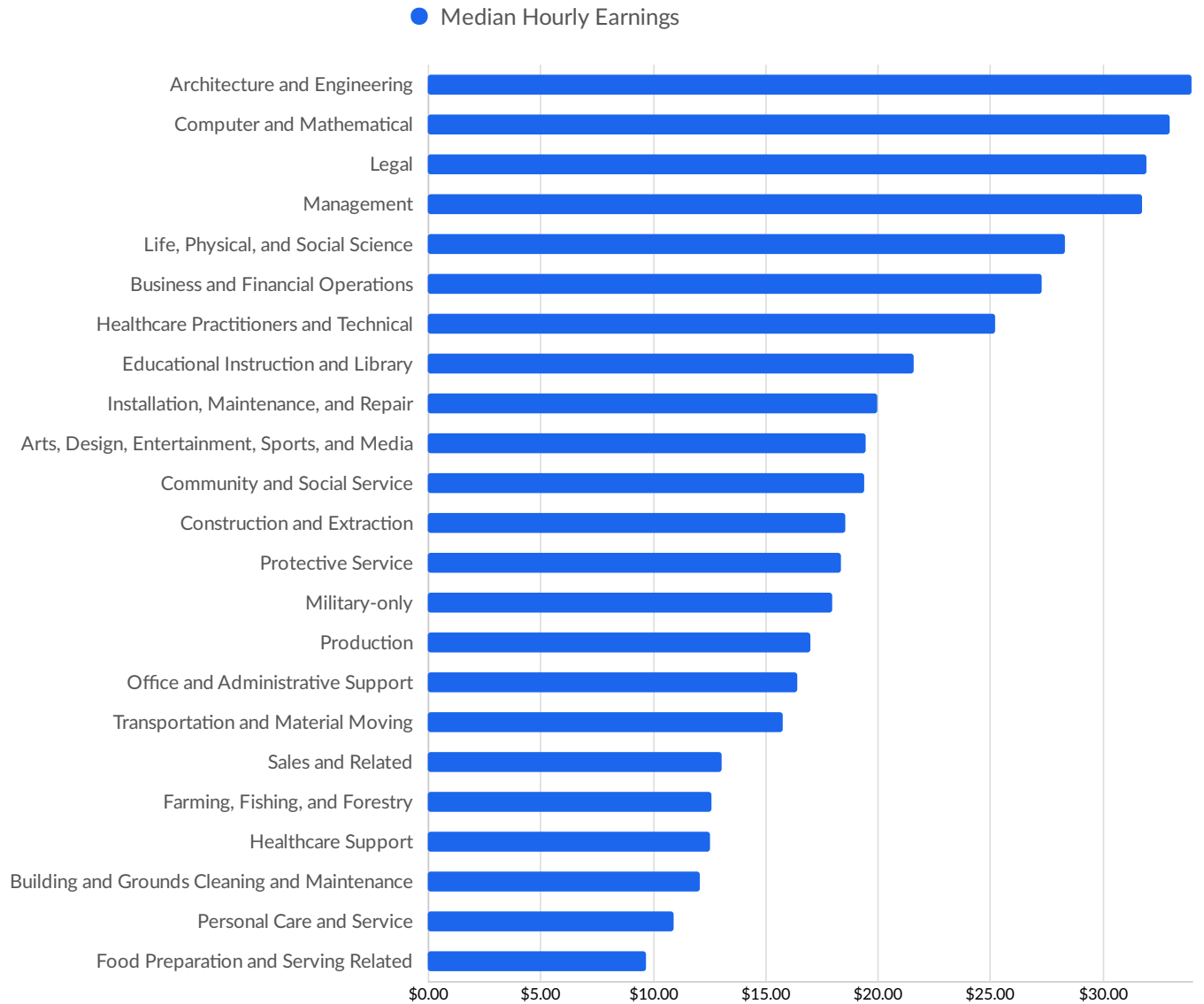
Top Growing Occupations



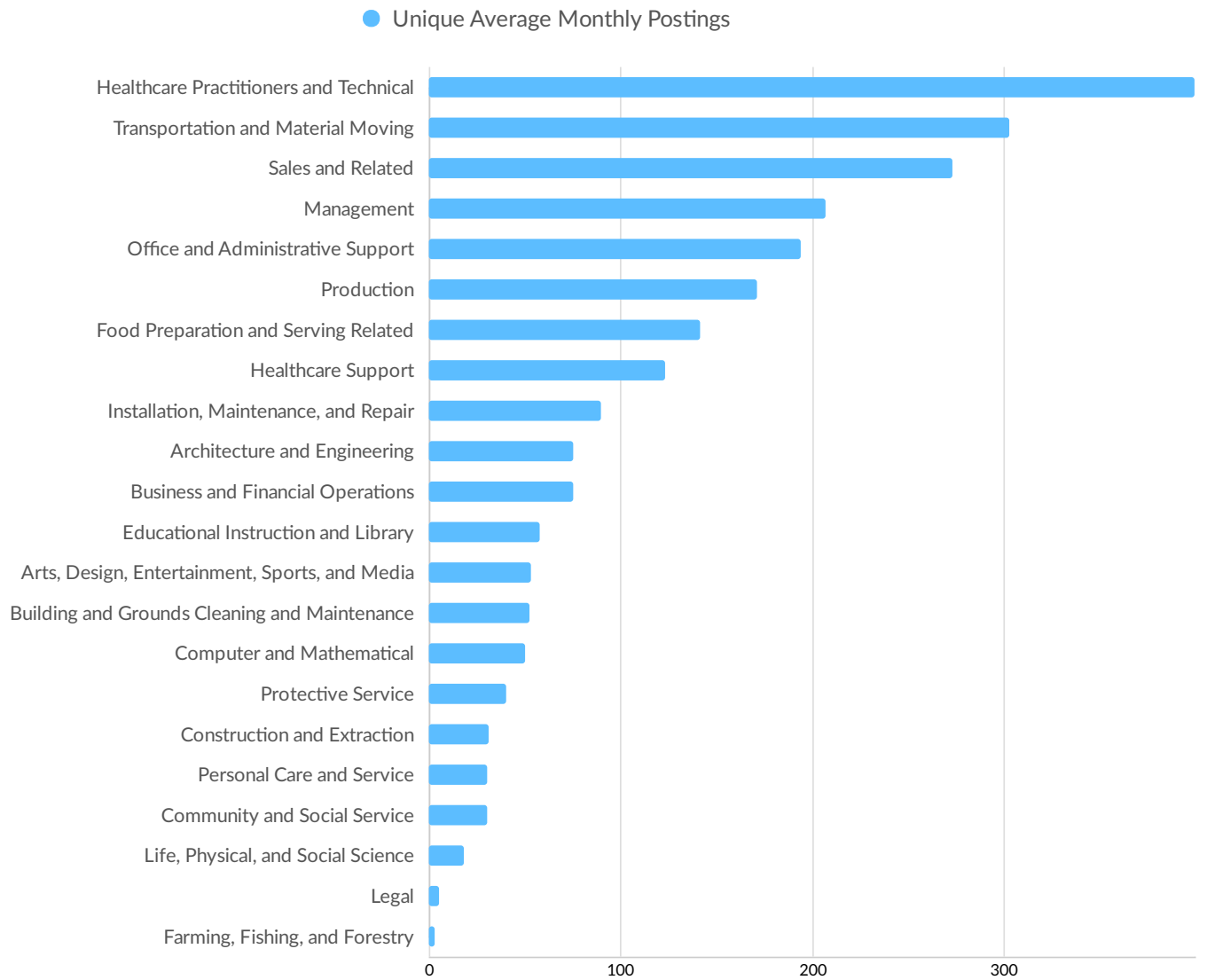
Top Occupation Location Quotient



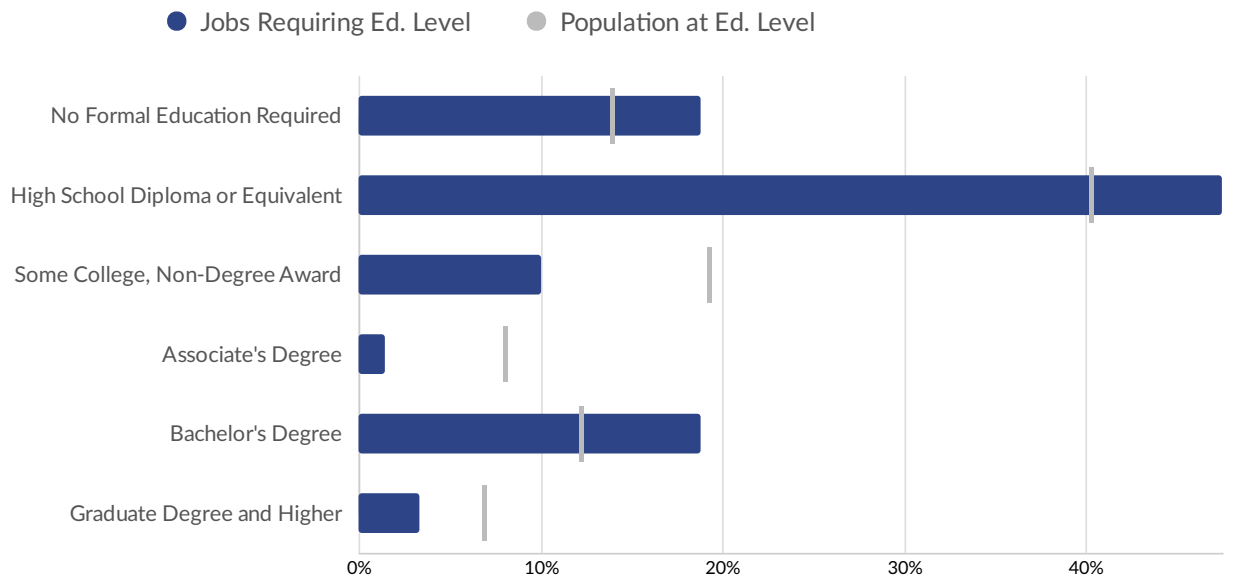
Top Occupation Earnings



Top Posted Occupations

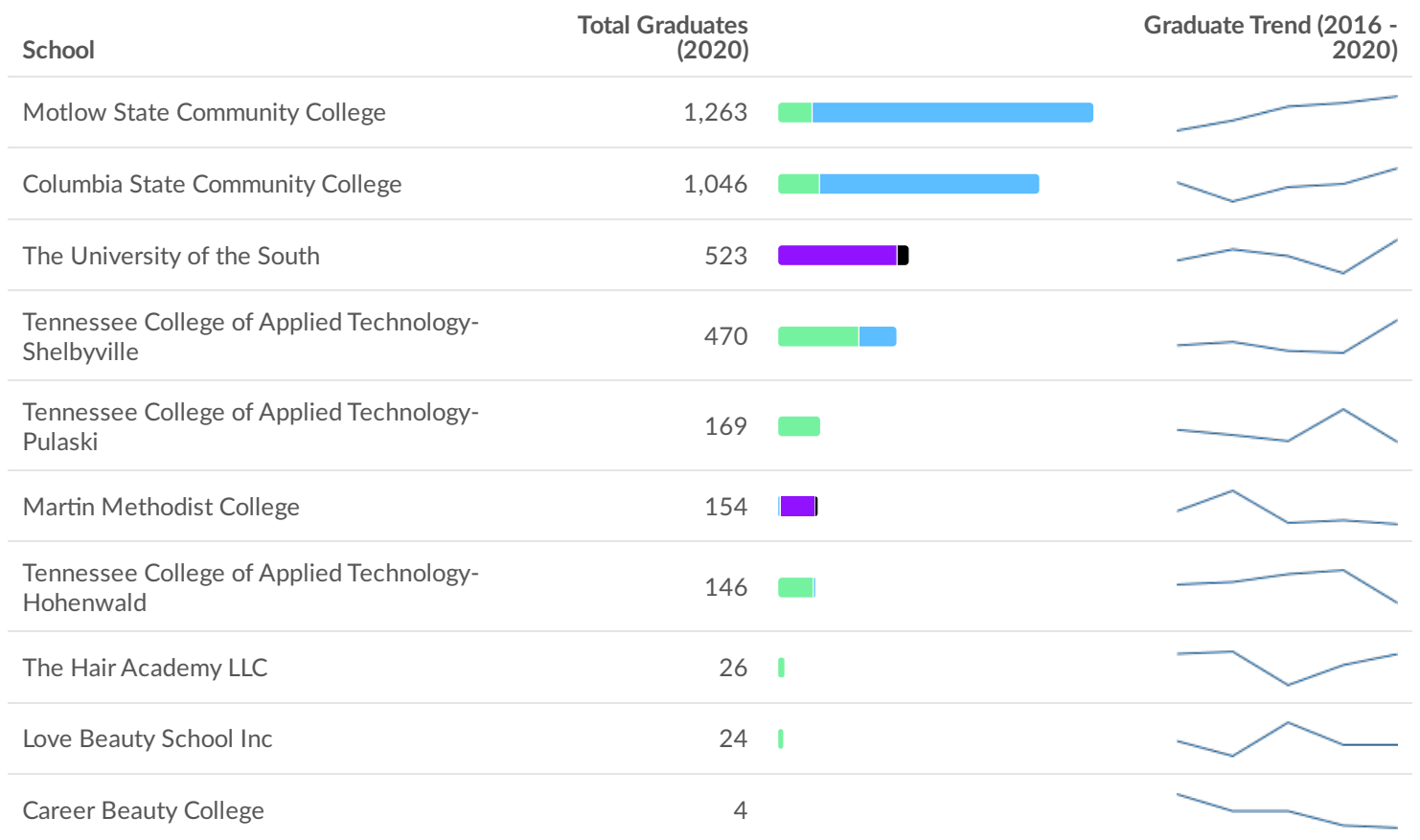


Underemployment



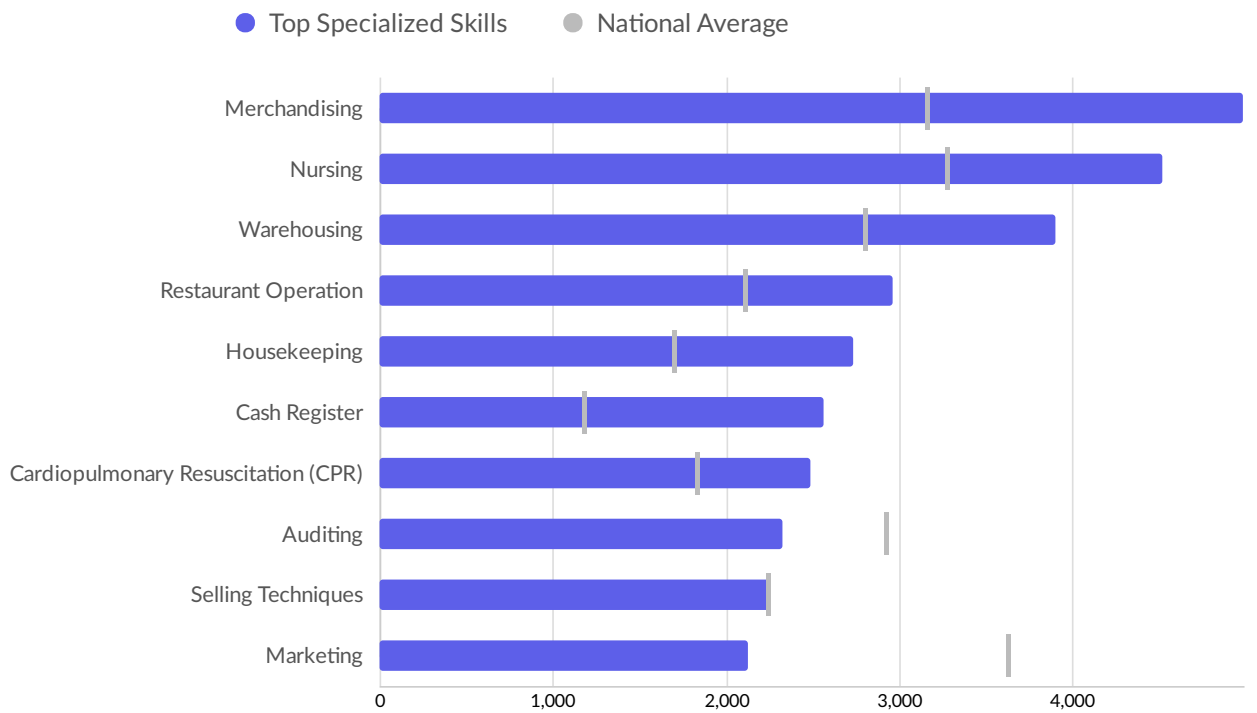
Educational Pipeline

In 2020, there were 3,825 graduates in 13 Tennessee Counties. This pipeline has grown by 15% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Emergency Medical Technology/Technician (EMT Paramedic), and Registered Nursing/Registered Nurse.



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills



Appendix A (Geographies)

Code	Description
47003	Bedford County, TN
47031	Coffee County, TN
47051	Franklin County, TN
47055	Giles County, TN
47081	Hickman County, TN
47099	Lawrence County, TN
47101	Lewis County, TN

Code	Description
47103	Lincoln County, TN
47117	Marshall County, TN
47119	Maury County, TN
47127	Moore County, TN
47135	Perry County, TN
47181	Wayne County, TN